Attorney's Docket No.: 30000064-0052-002 Patent

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| Application of:          | )             |  |
|--------------------------|---------------|--|
| Iim E. Rainey            | )             |  |
| 51111 21 Tallito)        | j j           | Examiner: Hani M. Kazim  |
| cation No: 10/698,497    | )             |  |
|                          | )             | Art Unit: 3691   |
| October 30, 2003         | )             |  |
|                          | )             | Confirmation No: 9592  |
|                          | )             |  |
| ONLINE ADVERTISING SPACE | )             |  |
|                          | Jim E. Rainey | Jim E. Rainey ) cation No: 10/698,497 ) October 30, 2003 ) MULTI-PARTY BIDDING FOR ) |

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

## AMENDMENT AND RESPONSE TO OFFICE ACTION

## Dear Sir:

In response to the Office Action dated July 22, 2009, Applicant respectfully requests that the above-identified application be amended as follows and that the following remarks be considered.

Jim E. Rainey Examiner: Hani M. Kazimi
Application No.: 10/698,497 -1 - Art Unit: 3691